Fleets keep Big 3 afloat in choppy first half

Fleet sales by the Big 3 helped prop up a weak market in the first half of 1991 while retail customers were being battered by recession and war.

Fleet purchases made a relative hero of the Buick Century, and a ban on fleet sales made a relative goat of the Ford Crown Victoria.

European makes were the big losers for the period, down 25.7 percent. They do little fleet business, and they are concentrated in the upper end of the luxury market where a new tax effected a double whammy: moving some sales from 1991 into December 1990 to beat the tax, and putting other sales off indefinitely.

Japanese makers were the big winners in the first half, off just 8.0 percent. They do some fleet business, and they have managed to keep retail buyers reaching for their checkbooks. Only the Nissan brand is suffering at Big 3 levels, off 15.0 percent.

Minus 15.0 percent was exactly the market loss after six months; by June 30, 1990, Americans had bought 1,086,207 more cars and light trucks than they did this year.

Makes losing sales at a slower rate than 15.0 percent picked up market share. That made a hero of Buick, which was 5,482 units ahead of last year, up 2.0 percent in sales and up a full percentage point in car market share for the first half. This year, 66 of every 1,000 cars sold were Buicks; last year, it was 56 of every 1,000.

The market can hardly catch

see SALES, page 37

TOP 10 SELLERS, JUNE 1991

	Sales
1. Honda Accord	44,107
2. Ford F-series pickups	34,806
3. Chevrolet C/K pickups	33,481
4. Chev. Corsica/Beretta	28,802
5. Ford Taurus	27,634
6. Chevrolet Lumina	26,333
7. Chevrolet Cavalier	25,701
8. Ford Explorer	23,321
9. Toyota Camry	22,961
10. Ford Ranger	22,398

Source: Automotive News Data Center

Sales tables

- Domestic cars, by model: Page 39
- Import cars, by model: Page 37
- Domestic-import light trucks, by model: Page 39
- Car inventory: Page 38
- 6 month car and light truck, by make: Page 38

Toyota to sell VWs in Japan; link with U.S. maker hinted

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Toyota Motor Corp. said last week that its dealers will begin selling Volkswagens and Audis in Japan next year in an agreement that could push the German automaker's local sales to 100,000 units annually by 1996.

The agreement, which will supplement VW's current arrangement with a separate import firm, had been expected. According to reports, Toyota in recent months has been seeking a distribution agreement with either Volkswagen or General Motors or both.

But at a press briefing here, Toyota President Shoichiro Toyoda told reporters that the pact with Volkswagen does not rule out forging a similar link with an American automaker as well.

"We are not limiting the possibility; the idea can be expanded to include other companies," Toyoda said in response to a question. "But there is no specific plan."

Under terms of the agreement with Volkswagen, Toyota said that it initially will distribute VW and Audi models through 50 dealers, with a target of some 7,000 units a year. That will be expanded to about 100 outlets selling 30,000 units annually by 1996.

S. Toyoda: open to a U.S. pact

Details of the arrangement still have to be worked out, including whether VW and Audi will be sold through exclusive outlets, Toyoda said.

The Toyota distribution channel will supplement Volkswagen's existing

see TOYOTA, page 41

Car supply declines to 60 days

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

June sales — highest of the year — combined with conservative production schedules to cut the new-car inventory to a 60-day supply on July 1, down from 65 days a month earlier and 64 days a year ago.

The *Automotive News* five-year average for July 1 is 69 days.

The supply of domestic cars was 54 days, and the supply of imports was 80 days. The domestic number compares with 60 days a month ago and 62 days a year ago. Imports were 82 days a month ago and 70 days a year ago. (Tables are on Page 38.)

June car sales of 771,538 edged past May sales by about 2,000, while U.S.-Canada car production in June dipped 5.9 percent below the May total.

General Motors had the leanest days' supply among the Big 3 with a 54-day stock of domestic and imported cars. Ford Motor Co. had a 67-day supply and Chrysler Corp. had 68.

The lowest days' supply at GM was Oldsmobile Cutlass Ciera with 19. Ford's leader was Lincoln Town Car with 34, and Chrysler's best was Dodge Monaco with 32.

Honda had a 37-day supply of U.S.-built and imported autos, and Toyota was at 39 days. Nissan, with 98 days, had the highest domestic-import inventory among the transplants.

Lexus, with 25, and Infiniti, with 28, had the lowest days' supplies among the import-only makes.

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Correction

A story in the July 1 issue said Oregon dealer Ron Tonkin is a servicing dealer for Vector Aeromotive Corp. Tonkin, who owns a Vector supercar, is an unpaid member of Vector's advisory board.

AUTOMOTIVE NEWS/JOE WILSEIRS

Saturn President Richard G. "Skip" LeFauve admits that the automaker's assembly volumes have not been successful, but points to other successes such as teamwork practices and technologies such as lost-foam casting and plastic injection-molding.

THE SATURN DEBATE

The experiment in import fighting is well along the road now, but the question still lingers: 'What's in it for GM?'

By Phil Frame
and Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTERS

SPRING HILL, Tenn. — "The Saturn concept" is beginning to spread like a new gospel through the old offices and engineering rooms of General Motors.

A year after Saturn's first commercial car was assembled, GM is showing that former Chairman Roger Smith may have been correct back in 1983 when he claimed that the Saturn experiment would serve as an idea laboratory for the giant old automaker.

But while many ideas flowing from Saturn the lab are being applied elsewhere at GM, Saturn the company has not been able to staunch the immense flow of money heading out.

Saturn the lab started courtesy of a $3.5 billion GM investment. Now, Saturn the car company is costing its parent hundreds of millions of dollars in operating losses, in part because of initial production screw-ups that cut output.

"If you want to measure just the volume of the plant and say we're not successful, then OK, we weren't successful," said Saturn President Richard G. "Skip" LeFauve. "But look at all the other successes we've had so far. We've successfully relocated thousands of families. We've

see SATURN, page 26

AUTOMOTIVE NEWS/JOE WILSSENS

Harold Poling, Ford's chairman, will speak at an industry seminar.

Poling among seminar stars

TRAVERSE CITY, Mich. — Ford Motor. Co. Chairman Harold A. Poling will address the 1991 University of Michigan Management Briefing Seminar on the automobile industry here Aug. 7-9.

Other industry speakers include Chrysler Corp. President Robert A. Lutz, Honda of America Manufacturing Inc. President Nobuhiko Kawamoto, and General Motors Vice Chairman John F. Smith Jr.

U.S. Secretary of Commerce Robert Mosbacher also will address the group.

Two related University of Michigan briefing seminars, on quality assurance and world class manufacturing, will be held Aug. 5-6. All events take place at the Grand Traverse Resort.

The seminars are sponsored by the university's Office for the Study of Automotive Transportation, Industrial Development Division, College of Engineering and School of Business Administration, in cooperation with *Automotive News*.

For registration or more information, contact the U-M Department of Conferences and Institutes, 200 Hill St., Ann Arbor, Mich. 48109-5305; (313) 764-5304.

Lexus and Infiniti share CSI kiss

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — For four years, Acura has made an art out of advertising its first-place finishes in J.D. Power and Associates' Customer Satisfaction Index.

But the new wearers of the crown, Lexus and Infiniti, will have to take a different approach. While they will both be able to say they are No. 1, Power will require them to tone down their trumpets and point out that the title was shared.

"The fact that there was a tie must be prominently displayed in all ads," said Patty Patano, director of special products marketing at the research firm in Agoura Hills, Calif. But "they don't have to say whom they tied with." The rule covers all national, local and dealer advertising, she said.

The luxury divisions tied at 170 in their first year in the index, well above third-place finisher Mercedes-Benz (147). Acura, which had held the crown since 1987, slipped eight points. It was tied at 146 with its sister division, Honda, which gained six points.

The survey again shows that customers, on average, are becoming happier with the way they are treated and the repair and reliability records of their cars.

The average on Power's index rose to 127 in 1991, up from 122 and 118 in the two preceding years. So even though such makes as Plymouth, Lincoln and Mercury improved their scores, they fell to below average in the ranking.

The biggest point gain among the top finishers was scored by Audi, up 13 points to 140, good for seventh place. Porsche dropped from ninth place in 1990 to fifth from the bottom in 1991. Power does not release below-average scores; they were obtained independently by *Automotive News*.

Lexus and Infiniti, which entered the market nearly two years ago, tried to put the best light on the tie last week.

"I'd be less than honest if I said we weren't a little disappointed," said Bill Bruce, vice president and general manager of Infiniti Division of Nissan Motor Corp. in U.S.A. "But we think that the tie and the fact that we won the customer-handling portion outright makes it clear that we are doing what we set out to do."

At Lexus Division of Toyota Motor Sales U.S.A. Inc., General Manager J. Davis Illingworth said, "We won it, and that in combination with our top-place finish on IQS (Power's Initial Quality Survey) shows that we've taken a big first step toward getting where we need to be."

The CSI survey has two parts: customer handling and vehicle repair/reliability. Infiniti finished tops in customer handling, four points ahead of Lexus. Lexus beat Infiniti by two points in the repair/reliability category.

But Patano said that companies will not be allowed "to amplify any one aspect of the survey. If we allow that, customers will end up being more confused than helped."

Patano pointed out that the 170-point scores earned by Lexus and Infiniti were the highest ever recorded in the survey, which means that both can claim that they've raised the standard in the industry.

The study included responses from 23,000 vehicle owners and asked questions about the ownership experience during the first 12 to 14 months.

J.D. POWER CSI RANKINGS, 1991 CARS

	1991 Score	1990 Score	1989 Score
Infiniti	170	—	—
Lexus	170	—	—
Mercedes-Benz	147	148	138
Acura	146	154	147
Honda	146	140	137
Toyota	144	144	134
Audi	140	127	121
Cadillac	139	142	131
Buick	137	130	123
BMW	132	127	125
Subaru	129	130	126
Mazda	128	127	125
Nissan	128	135	128
Oldsmobile	128	*	†
Plymouth	126	124	122
Lincoln	126	122	117
Mercury	125	124	118
Volvo	124	126	121
Dodge	122	*	†
Saab	121	*	†
Volkswagen	120	124	107
Mitsubishi	120	124	112
Chevrolet	117	*	†
Chrysler	116	*	†
Ford	115	*	†
Jaguar	115	*	†
Suzuki	112	*	†
Pontiac	111	*	†
Daihatsu	110	*	†
Eagle	110	*	†
Peugeot	109	*	†
Alfa Romeo	106	*	†
Isuzu	105	*	†
Porsche	105	129	118
Geo	104	*	†
Hyundai	101	*	119
Sterling	99	*	†
Yugo	93	*	†

1990 Average: 127
*Below 122
†Below 118
Source: J.D. Power for above average scores. Automotive News source for 1991 below average scores.

'91 Toyota trucks win Power nod for initial quality

Toyota Motor Sales U.S.A. Inc., whose Lexus Division earlier claimed J.D. Power and Associates Inc.'s 1991 award for car quality, has now won the title for the most trouble-free trucks in the first 90 days of ownership.

Toyota scored 103 problems per 100 trucks and beat Mitsubishi by four points in Power's Initial Quality Survey for compact trucks. Toyota improved considerably from the 1990 model year, when it scored 130 and finished second. Last year's winner, Mazda, dropped from 115 to 130 and fell to fourth.

Other above-average makes were Mitsubishi (107), Ford (127), Geo (140), Chrysler (141) and Nissan (150). Power said that Chrysler had 100 fewer problems per truck in 1991 than it did the year before. The only Chrysler truck is the Town and Country minivan.

In all, trucks averaged 156 problems per 100 vehicles, compared with 181 in 1990 and 169 in 1989.

The Dodge Ram 50 led individual nameplates at 57 problems per 100 vehicles. It was followed by Mitsubishi's pickup (89), Toyota's pickup (94), the Toyota 4Runner (96) and Isuzu pickup (99). Last year's top two finishers were Mazda's pickup (95) and its MPV (118).

Big City Protection Bulletin *Update*

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Dodge's 1994 full-sized pickup borrows many styling cues from this concept vehicle, which bowed in January 1990.

POPULAR MECHANICS/JIM BURRI

This 1993 replacement for the Eagle Premier, code-named LH, is big — only a foot shorter than the 1992 Ford Crown Victoria.

four-cylinder engine and a new 24-valve, 2.5-liter V-6.

Mitsubishi vehicles

The Chrysler/Mitsubishi Motors Corp. joint-venture plant in Illinois will build the replacement for the Eagle Talon, Chrysler LeBaron coupe and Dodge Daytona beginning in the 1994 model year. The LeBaron and Daytona will be based on the platform for Mitsubishi's Galant, which will be added to the Diamond-Star line in two years.

The plant now builds the Plymouth Laser/Eagle Talon coupes and the Eagle Summit four-door sedan for Chrysler. The Laser will be dropped at the end of the 1993 model year.

Chrysler will supply a 16-valve, four-cylinder engine in single-overhead-camshaft and dual-overhead-camshaft configurations. Mitsubishi will provide a multi-valve, six-cylinder engine. Manual and automatic transmissions will be supplied by Chrysler.

In the 1992 model year, Plymouth and Eagle dealers will receive a new compact van/wagon from Mitsubishi. Plymouth will call it the Colt Vista; Eagle, the Summit wagon. Mitsubishi will market it as the Expo LRV.

The Plymouth version will replace the Colt Vista wagon. Dodge, which also has sold the Colt Vista, will not receive the new vehicle.

The vehicle is 169 inches long and is powered by a 1.8-liter, 16-valve, four-cylinder engine. Chrysler Corp. will not receive a longer-wheelbase version of the vehicle, which U.S. Mitsubishi dealers will sell as the Expo.

Also in the 1992 model year, the Eagle Talon/Plymouth Laser will have restyled front and rear treatments and body-side cladding.

The next-generation Eagle Summit will arrive in the 1993 model year. Because of the addition of the Galant/Daytona/LeBaron to Diamond-Star, production of the subcompact Eagle Summit four-door will return to Japan. The exact date is undecided, but some model years could be extended and others shortened in the process.

Image makers

The Mitsubishi-built Dodge Stealth is due for a facelift in 1994.

Dodge will get an image boost in the spring of 1992 when it begins selling the limited-volume Viper roadster.

Chrysler plans to eventually build about 5,000 Vipers annually. The car is powered by an all-aluminum, 7.9-liter, V-10 engine. Viper was developed in less than three years at an investment of less than $50 million, according to Lutz.

Midway through the 1992 model year, Dodge will introduce the Daytona IROC R/T. The limited-volume, high-performance model will be powered by Chrysler's 16-valve, turbocharged, 2.2-liter, four-cylinder engine generating 224 horsepower. Lutz says the car will be marketed as "the highest-performance vehicle in the world for under $20,000."

> The company's future — at least as a full-line vehicle manufacturer — could hinge on the success of its new lineup of slightly larger than mid-sized sedans. They will ride on the company's first new platform since 1980.

Light trucks

In the 1994 model year, Chrysler will introduce the T300 full-sized pickup. Lutz claims it will break away from its domestic competitors with "radically different styling." The truck will be powered by a 7.9-liter, V-10 engine.

The company's minivan line, which was revamped for the 1991 model year, will be reworked during the 1995 calendar year, probably for the 1996 model year.

Jeep will receive an upscale companion to the Cherokee sport-utility in the spring of 1992 as a 1993 model. The Grand Cherokee, developed under the ZJ codename, will bow as an upscale, more aerodynamic addition to the Jeep line.

SALES

FROM PAGE 3

1990 this year. Sales picked up in May and June, in the sense that they were not as far behind 1990 as earlier months were, and increases are widely predicted for the fourth quarter. But no one foresees any months as much better than 1990 as war-torn January and February were worse than 1990, and plant shutdowns in the first half to keep inventory under control cannot be made up in the remaining months of this year.

Here are some highlights of the first half:

Big 3

Buick's success has made it the fifth-best-selling car, moving it ahead of Oldsmobile and Pontiac since last June 30. Thanks to Buick, General Motors holds 35.5 percent of the overall car-truck market, down from 35.9 percent.

Driving Buick's increase were the Park Avenue, which caught fire when the redesigned model was introduced in mid-1990, and the Regal, which became a hit when a sedan version debuted last year.

Sales of the Park Avenue were up 16,972 units, and Regal sales were up 17,991, more than making up for a 31,387-unit decline by LeSabre. For the ultra-middle-of-the-road Century, retail sales were off 22 percent in the first half, but fleet business was up 55 percent, for an overall gain of 3,719 units.

Elsewhere in GM, most sales were worse than the market, although a conspicuous exception under the Chevrolet umbrella was the Geo Metro, up 9.4 percent.

Oldsmobile was down 20.1 percent. Thanks to its popularity in

see SALES, page 38

IMPORT SALES BY MODEL

	June 1991	June 1990	6 Mos., 1991	6 Mos., 1990
ACURA	**13,800**	**13,617**	**71,567**	**71,726**
Integra	6,610	8,179	36,665	43,159
Legend	5,517	5,438	30,717	28,567
NSX	180	0	1,199	0
Vigor	1,493	0	2,986	0
ALFA ROMEO	**402**	**484**	**2,082**	**1,388**
Milano	0	7	2	29
Spider	179	274	865	1,156
164	223	203	1,215	203
ASTON MARTIN*	**5**	**5**	**30**	**30**
AUDI	**1,335**	**2,567**	**6,244**	**11,093**
4000	0	0	0	0
5000	0	0	0	11
80	119	556	999	2,430
90	65	425	670	1,867
V8 Quattro	27	180	262	883
Coupe Quattro	21	117	179	502
100/200	1,042	1,090	3,673	4,468
100/200 Quattro	61	199	461	932
BMW	**4,006**	**5,425**	**23,939**	**31,487**
3 series	1,767	2,627	11,474	14,941
5 series	1,520	1,845	8,687	11,430
635 CSi	0	20	6	204
7 series	498	821	2,269	4,320
850i	103	0	1,034	0
M3	79	64	253	418
M5	39	48	216	148
M6	0	0	0	6
CHEVROLET/Geo	**18,730**	**12,433**	**48,233**	**80,053**
Geo Storm	9,612	7,751	41,771	49,457
Geo Metro (Import)	1,117	4,682	6,462	33,232
Geo Metro (Domestic)	*5,162*	*3,665*	*33,409*	*10,791*
CHRYSLER MOTORS	**6,613**	**5,731**	**31,487**	**32,456**
Colt	2,976	3,627	13,544	18,265
Conquest	0	168	0	896
Medallion	0	126	0	475
Stealth	1,558	0	9,549	0
Summit (Import)	648	1,241	[illegible]1	7,777
Summit (Domestic)	*686*	*0*	*3,315*	*0*
Vista	756	347	3,710	2,948
TC	75	222	753	2,095
DAIHATSU	**739**	**715**	**3,222**	**5,895**
FERRARI*	**80**	**80**	**490**	**490**
FORD Festiva	**2,974**	**3,799**	**19,180**	**29,550**
HONDA	**12,330**	**26,080**	**89,956**	**124,290**
Civic/CRX (Import)	5,426	8,2[illegible]	34,267	34,736
Civic (Domestic)	*15,816*	*22,228*	*67,739*	*102,990*
Accord (Import)	4,684	11,872	43,574	68,030
Accord (Domestic)	*39,423*	*24,947*	*169,858*	*135,251*
Prelude	2,220	5,957	12,115	21,524
HYUNDAI	**10,322**	**11,729**	**57,090**	**60,673**
Excel	5,161	8,910	31,354	53,807
Sonata*	2,035	2,819	10,765	16,066
Scoupe	3,126	0	14,971	0
ISUZU	**2,333**	**345**	**7,381**	**1,810**
I-Mark	10	105	74	932
Impulse	399	240	2,038	878
Stylus	1,924	0	5,269	0
INFINITI	**4,188**	**1,797**	**15,589**	**9,268**
M30	469	670	2,706	3,236
Q45	2,059	1,127	6,059	6,032
G20	1,660	0	6,822	0
JAGUAR	**991**	**1,532**	**4,342**	**9,458**
XJ6	621	1,137	3,076	6,910
XJ-S	270	395	1,266	2,540
LAMBORGHINI*	**13**	**13**	**78**	**78**
LEXUS	**6,547**	**5,853**	**28,298**	**28,439**
ES250	1,547	1,777	9,463	9,382
LS400	3,442	3,276	17,277	19,057
SC400	1,558	0	1,558	0
LOTUS*	**27**	**27**	**162**	**162**
MASERATI*	**20**	**20**	**120**	**120**
MAZDA	**11,401**	**13,472**	**74,592**	**82,133**
323	1,148	1,790	9,601	10,768
Protege	4,149	5,183	23,462	23,492
626 (Import)	837	917	9,171	14,282
626 (Domestic)	*3,174*	*3,030*	*32,686*	*15,312*
MX-6 (Import)	335	24	987	94
MX-6 (Domestic)	*1,518*	*1,825*	*16,079*	*13,841*
Miata	3,212	3,440	20,352	19,889
929	1,073	1,329	7,243	8,208
RX-7	647	789	3,776	5,400
MERCEDES BENZ	**4,806**	**6,982**	**28,418**	**37,387**
190	1,009	1,092	7,360	6,371
300E 2.6/260E	385	202	2,225	1,122
300	799	2,305	6,619	12,558
300SE	503	545	1,896	3,389
350SDL Turbo	110	168	669	234
350SD	188	0	711	0
300SEL	171	330	719	1,933
420SEL	545	569	2,121	3,362
560SEL	283	365	1,246	2,351
SL Coupe	691	778	4,262	4,387
560SEC	54	163	313	908
Tourist	68	175	278	692
MERCURY	**5,258**	**4,239**	**31,882**	**12,117**
Tracer	3,351	4,239	21,988	9,495
Capri	1,899	0	9,894	0
XR4Ti	0	0	0	198
Scorpio	0	0	0	2,424
MITSUBISHI	**8,238**	**13,371**	**45,819**	**65,840**
Starion	0	5	0	17
Diamante	2,085	0	3,773	0
Mirage (Import)	512	6,140	14,294	35,536
Mirage (Domestic)	*1,919*	*0*	*9,813*	*0*
Galant	4,393	6,650	19,451	25,727
Sigma	22	208	132	1,186
Precis	93	243	1,153	2,664
3000GT	1,120	0	6,844	0
Wagon	13	125	172	607
NISSAN	**24,393**	**27,637**	**117,773**	**168,062**
Sentra (Import)	2,582	4,401	11,564	36,119
Sentra (Domestic)	*9,947*	*9,387*	*61,022*	*48,560*
Pulsar	5	233	30	3,355
NX	875	0	2,688	0
Stanza	5,658	8,154	32,784	37,686
Maxima	10,985	8,049	46,714	51,106
240SX/200SX	3,171	4,949	15,904	25,791
300ZX	1,117	1,641	6,987	11,604
Hawaii	0	210	1,102	1,691
PEUGEOT	**343**	**355**	**1,961**	**2,376**
PONTIAC LeMans	**3,563**	**4,968**	**17,568**	**19,333**
PORSCHE	**418**	**844**	**2,442**	**5,125**
924S/944	0	11	0	159
944S/Cabriolet	116	226	475	1,131
944 Turbo	0	33	0	429
911 Carrera 2	160	382	1,198	1,035
911 Turbo	51	0	249	6
911 Carrera 4	62	146	384	1,956
928S/GT	21	46	136	359
ROLLS/BENTLEY*	**50**	**100**	**450**	**600**
SAAB	**1,549**	**2,799**	**13,988**	**13,249**
900	205	589	2,864	2,390
900S	410	823	3,838	2,931
900 Turbo	261	735	2,753	3,967
9000S	308	216	2,013	1,028
9000CD	198	292	1,385	1,760
9000 Turbo	156	126	1,010	1,095
Tourist	11	18	45	74
STERLING	**286**	**311**	**1,385**	**2,338**
SUBARU	**4,587**	**8,526**	**38,999**	**48,197**
Legacy (Import)	1,877	4,825	10,374	26,673
Legacy (Domestic)	*6,416*	*1,505*	*24,159*	*2,946*
Loyale	2,244	2,851	15,922	12,969
XT/XT6	84	138	926	815
Justy	392	616	3,777	7,733
SUZUKI	**348**	**595**	**2,196**	**3,157**
TOYOTA	**25,934**	**29,536**	**172,491**	**185,111**
Corolla (Import)	3,617	6,581	33,682	45,323
Corolla (Domestic)	*11,448*	*10,535*	*57,780*	*69,531*
Paseo	2,847	0	4,098	0
Tercel	9,052	6,095	53,710	48,921
Celica	4,504	7,058	35,680	42,947
Supra	312	558	1,859	3,910
Camry (Import)	4,150	5,487	32,465	31,825
Camry (Domestic)	*18,811*	*16,031*	*92,889*	*105,774*
Cressida	737	1,057	5,077	5,261
MR2	715	1,700	5,920	6,924
VOLKSWAGEN	**8,751**	**14,710**	**49,382**	**68,448**
Cabriolet	667	837	3,124	4,486
Corrado	259	493	3,067	2,582
Jetta	4,331	7,352	20,323	32,984
Golf/GTI	1,398	1,878	7,316	7,806
Passat	1,187	1,467	7,990	7,109
Quantum	0	1	2	26
Scirocco	0	0	0	9
Fox	909	2,682	7,570	13,446
VOLVO	**7,813**	**8,979**	**39,257**	**49,398**
240 series	1,657	3,145	15,800	17,902
700 series*	4,486	5,610	17,029	30,809
940 series*	791	0	6,203	0
Tourist	99	224	225	589
YUGO	**225**	**533**	**1,232**	**3,725**
IMPORT TOTAL	**163,907**	**225,109**	**1,041,228**	**1,274,084**

*Estimate + Includes units produced in Canada NOTE: Domestic cars not included in imported totals.

Compiled by Karen Dettmeyer

SALES

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fleets, the Cutlass Ciera stayed near the industry norm, down 14.5 percent.

Despite heavy hype surrounding its Malcolm Baldrige National Quality Award and popularity with fleets, Cadillac was down 22.5 percent. It can't be the luxury tax: Allante carries the heaviest tax burden, and Allante sales were down only 9.9 percent.

In trucks, Chevrolet remained No. 2 despite a high-profile effort to knock Ford off its perch. A 10,151-unit increase in small S/T-10 pickups did not cover a 79,143-unit fall in C/K pickup sales.

Arch-rival Ford Division wasn't able to capitalize, however. Explorer's sales increase of 79.8 percent — 54,391 units — did not offset losses by other Ford trucks.

Overall, Ford's corporate share of the car-truck market dipped 1.2 percentage points, while its unit sales were off 18.9 percent.

Ford's strategy of withholding the restyled 1992 Crown Victoria from the fleet market contributed to a 36.7 percent decline for that line; it did a substantial volume in police car sales a year earlier.

Mercury benefited from the addition of the Capri, and Lincoln continued to close the gap on Cadillac, trailing by 8,629 compared to 10,301 a year ago.

Chrysler Corp. managed to retain its 12.4 percent share of the total car and light-truck market, gaining a little in trucks and losing a little in cars.

Dakota and minivans were sources of strength.

Chrysler's Town and Country minivan actually gained 381 units over last year, and the other minivans and Dakota were off less than the market average. Chrysler has pushed a value version of the minivan and repriced and repackaged Dakota to position it better against Ford Ranger.

Dodge Division profited from a market-share gain by Dynasty, a popular fleet car during a period when fleets accounted for disproportionately higher percentage of industry sales. Shadow also was up; Spirit held steady, and Stealth, a new 1991 entry, also helped. Dodge car sales were down only 2.0 percent, but its car-truck tally fell 8.3 percent.

Europe

The priciest specialty brands like Porsche and Jaguar, each down more than 50 percent, led the decline of European brands, but the luxury tax cannot take the full blame. The biggest losers included Audi (43.7 percent), only partly affected by the luxury tax, and Range Rover (32.5 percent), whose sport-utilities are not covered by the levy.

Overall, European imports fell 25.7 percent.

The recession generally clobbered what the luxury tax missed, but Alfa Romeo and Saab provided bright spots, partly because their year-ago sales were low.

Alfa sales were up 50 percent, mostly on the strength of its 164 model introduced a year ago. Alfa also has offered some dealer incentives on its cars.

Saab sales rose 5.0 percent for the six months. Saab enjoyed a particularly strong March and April when offering incentives of low-interest loans and leases.

Japan and Korea

The nine Japanese manufacturers saw their market share rise 1.9 percentage points to 25.3 percent, while Hyundai of Korea slipped from 1.0 percent to 0.9 percent despite getting 14,971 sales from its new Scoupe model.

Sales gains were reported by Infiniti, on the strength of its new G20; Subaru, on the strength of its U.S.-built Legacy; and Suzuki, on the strength of its Sidekick sport-utility that is built in Canada.

Acura, Lexus and Mazda were down less than a percentage point. Only Hyundai, down 18.3 percent, and Daihatsu, down 41.1 percent, sold behind the market average.

Honda Accord continued its reign as best-selling car, and Honda-Acura outsold Chrysler-Dodge-Plymouth-Eagle, making American Honda Motor Co. the No. 3 car-seller in the United States, ahead of Chrysler Corp. A year ago, American Honda was slightly behind Chrysler after six months; this year, it led by 37,450 cars.

Toyota Motor Sales U.S.A. Inc. continues to be the leading Japanese company, but with sales of Lexus and Toyota models down 8.3 percent for the first half, Toyota may not reach the million-unit mark this year. In 1990, Toyota sold 1,058,005 cars and trucks, 521,346 of them in the first six months. It was 43,332 units behind that total as of June 30.

Contributing to this story were Automotive News Staff Reporters Kristine Stiven Breese in Los Angeles, Jim Henry in New York and Joseph Bohn and Phil Frame in Detroit.

IMPORTED VEHICLES, INVENTORY

	Units	Day's Supply July 1, 1991	Day's Supply June 1, 1991
Car			
Chevrolet	57,400	134	139
Chrysler	19,600	107	307
Dodge	5,900	95	38
Acura	33,000	60	61
Daihatsu	1,100	37	39
Honda	27,800	56	43
Infiniti	4,700	28	48
Isuzu	9,400	100	159
Lexus	6,500	25	38
Mazda	25,100	55	46
Mitsubishi	23,900	73	97
Nissan	110,100	113	117
Subaru	14,600	79	107
Suzuki	2,300	170	117
Toyota	43,600	42	32
JAPAN	**[illegible]**	**73**	**73**
Audi	[illegible]	140	188
BMW	[illegible]	59	65
Mercedes-Benz	11,900	62	54
Mercury	24,400	116	128
Porsche	2,000	119	110
VW	42,700	122	137
GERMANY	**97,900**	**100**	**107**
Alfa Romeo	1,800	111	140
Ford	15,700	132	128
Hyundai	35,100	69	89
Jaguar	2,700	77	146
Peugeot	800	56	70
Pontiac	9,900	69	83
Eagle	5,300	1750	189
Saab	4,800	77	76
Sterling	700	61	60
Volvo	25,100	90	107
Yugo	1,000	111	205
Other Countries	**102,800**	**93**	**102**
Total Import Cars	**585,600**	**88**	**82**
Truck			
Daihatsu	600	47	48
Isuzu*	37,400	87	112
Mazda*	26,300	54	56
Mitsubishi	9,700	117	117
Nissan*	37,800	68	93
Range Rover	800	106	87
Suzuki*	4,500	86	78
Toyota	31,200	36	35
Dodge	2,400	160	181
Total Imp. Trucks	**150,500**	**68**	**89**
Total Imp. Vehicles	**736,100**	**75**	**78**

*Includes domestic vehicles

DOMESTIC CARS, INVENTORY

	Units	Day's Supply July 1, 1991	Day's Supply June 1, 1991
Summit	4,800	174	152
Talon	9,200	79	80
Premier	2,700	45	53
Total Eagle	**16,800**	**82**	**84**
Horizon	100	98	78
Laser	10,500	89	99
Sundance	15,700	87	91
Acclaim	17,[illegible]	51	52
Total Plymouth	**43,800**	**68**	**73**
LeBaron A	4,800	70	88
LeBaron J	7,700	53	56
Fifth Avenue (fwd)	8,400	59	53
Imperial	2,400	60	62
New Yorker C	3,300	70	87
Total Chrysler	**26,700**	**68**	**82**
Omni	100	106	108
Shadow	20,200	67	62
Monaco	2,300	32	57
Daytona	7,700	149	148
Spirit	15,900	54	66
Dynasty	13,300	36	35
Total Dodge	**59,800**	**55**	**57**
CHRYSLER CORP.	**146,400**	**62**	**64**
Escort	69,900	86	86
Mustang	25,800	79	82
Tempo	38,400	70	60
Taurus	60,200	54	51
Thunderbird	22,200	101	74
Probe	19,800	54	70
Crown Victoria	22,500	88	97
Total Ford Div.	**258,800**	**71**	**80**
Topaz	12,300	55	56
Sable	17,200	37	51
Cougar	15,200	75	73
Grand Marquis	21,600	61	51
Total Mercury	**66,300**	**53**	**56**
Continental	8,000	46	35
Town Car	15,100	34	33
Mark VII	2,900	84	80
Total Lincoln	**26,000**	**40**	**36**
Total L-M Div.	**92,300**	**48**	**48**
FORD MOTOR CO.	**351,100**	**64**	**62**
Roadmaster	7,300	33	25
Somerset/Skylark	10,100	64	93
Century	18,700	35	33
Regal	24,700	56	69
LeSabre	14,800	59	73
Reatta	900	105	104
Electra/Park Ave.	22,200	62	82
Riviera	3,400	75	87
Total Buick	**102,100**	**51**	**60**
Allante	1,200	93	84
Seville	3,200	39	25
DeVille	27,200	59	57
Brougham	9,100	144	148
Eldorado	3,500	80	83
Total Cadillac	**44,100**	**67**	**68**
Geo Prizm/Nova	26,700	57	122
Cavalier	45,500	44	50
Camaro	17,400	82	80
Corsica/Beretta	43,700	38	48
Lumina	31,600	30	41
Caprice	35,300	72	74
Corvette	5,000	74	74
Total Chevrolet	**285,200**	**44**	**55**
Calais	17,800	187	134
Cutlass Ciera	15,200	19	58
Cutlass Supreme	22,100	61	52
88	27,100	170	129
98	16,900	87	82
Toronado	1,300	65	45
Total Oldsmobile	**100,400**	**62**	**79**
Sunbird	20,900	57	66
Firebird	9,400	96	111
Grand Am	31,500	60	64
Pontiac 6000	4,600	22	42
Grand Prix	19,400	42	61
Bonneville H	13,800	84	117
Total Pontiac	**99,600**	**54**	**68**
Total Saturn	**13,700**	**51**	**48**
GENERAL MOTORS	**585,100**	**51**	**62**
HONDA	**71,000**	**32**	**46**
MAZDA	**16,500**	**88**	**54**
MITSUBISHI	**17,000**	**64**	**102**
NISSAN	**24,200**	**61**	**54**
TOYOTA	**44,000**	**37**	**32**
SUBARU	**22,200**	**87**	**174**
DOMESTIC TOTAL	**1,250,000**	**54**	**69**

U.S. Car and Light Truck Sales, 6 Months - 1991 vs. 1990

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	615,405	744,655	14.9	15.4	536,374	656,923	26.3	27.1	1,151,779	1,401,578	18.6	19.3	−0.7	−17.8
Ford	541,336	700,020	13.1	14.5	588,239	725,417	28.8	29.9	1,129,575	1,425,437	18.3	19.5	−1.3	−20.8
Toyota	323,160	360,416	7.8	7.5	126,556	132,491	6.2	5.5	449,716	492,907	7.3	6.8	0.5	− 8.8
Dodge	170,884	174,374	4.1	3.6	233,930	267,118	11.5	11.0	404,814	441,492	6.6	6.1	0.5	− 8.3
Honda	327,553	362,531	7.9	7.5	—	—	—	—	327,553	362,531	5.3	5.0	0.3	− 9.6
Buick	274,455	268,973	6.6	5.6	—	—	—	—	274,455	268,973	4.4	3.7	0.7	2.0
Pontiac	263,114	335,122	6.4	6.9	11,035	15,623	0.5	0.6	274,149	350,745	4.4	4.8	−0.4	−21.8
Nissan	178,795	216,622	4.3	4.5	80,591	88,470	3.9	3.6	259,386	305,092	4.2	4.2	0.0	−15.0
Oldsmobile	210,602	269,772	5.1	5.6	13,988	11,459	0.7	0.5	224,590	281,231	3.6	3.9	−0.2	−20.1
Mercury	191,896	196,867	4.6	4.1	—	—	—	—	191,896	196,867	3.1	2.7	0.4	− 2.5
Plymouth	97,037	131,325	2.3	2.7	86,005	94,565	4.2	3.9	183,042	225,888	3.0	3.1	−0.1	−19.0
Mazda	123,357	117,786	3.0	2.4	58,241	64,887	2.9	2.7	181,598	182,673	2.9	2.5	0.4	− 0.6
GMC	0	0	0.0	0.0	139,882	168,990	6.9	7.0	139,882	168,990	2.3	2.3	−0.1	−17.2
Cadillac	104,946	135,474	2.5	2.8	—	—	—	—	104,946	135,474	1.7	1.9	−0.2	−22.5
Mitsubishi	83,768	93,131	2.0	1.9	14,541	21,620	0.7	0.9	98,309	114,751	1.6	1.6	0.0	−14.3
Lincoln	96,317	125,173	2.3	2.6	—	—	—	—	96,317	125,173	1.6	1.7	−0.2	−23.1
Jeep	0	0	0.0	0.0	84,128	103,192	4.1	4.3	84,128	103,192	1.4	1.4	−0.1	−18.5
Acura	71,567	71,726	1.7	1.5	—	—	—	—	71,567	71,726	1.2	1.0	0.2	− 0.2
Chrysler	64,476	99,979	1.6	2.1	1,926	1,545	0.1	0.1	66,402	101,524	1.1	1.4	−0.3	−34.6
Isuzu	7,381	1,810	0.2	0.0	50,526	56,690	2.5	2.3	57,907	58,500	0.9	0.8	0.1	− 1.0
Hyundai	57,090	69,873	1.4	1.4	—	—	—	—	57,090	69,873	0.9	1.0	0.0	−18.3
Subaru	55,158	51,143	1.3	1.1	—	—	—	—	55,158	51,143	0.9	0.7	0.2	7.9
VW	49,392	68,448	1.2	1.4	2,928	3,657	0.1	0.2	52,320	72,105	0.8	1.0	−0.1	−27.4
Volvo	39,257	49,300	0.9	1.0	—	—	—	—	39,257	49,300	0.6	0.7	0.0	−20.4
Eagle	29,273	29,856	0.7	0.6	—	—	—	—	29,273	29,856	0.5	0.4	0.1	− 2.0
Mercedes	28,419	37,307	0.7	0.8	—	—	—	—	28,419	37,307	0.5	0.5	−0.1	−23.8
Lexus	28,298	28,439	0.7	0.6	—	—	—	—	28,298	28,439	0.5	0.4	0.1	− 0.5
Saturn	25,320	0	0.6	0.0	—	—	—	—	25,320	0	0.4	0.0	0.4	ERR
BMW	23,939	31,487	0.6	0.7	—	—	—	—	23,939	31,487	0.4	0.4	0.0	−24.0
Infiniti	15,589	9,268	0.4	0.2	—	—	—	—	15,589	9,268	0.3	0.1	0.1	68.2
Saab	13,908	13,249	0.3	0.3	—	—	—	—	13,908	13,249	0.2	0.2	0.0	5.0
Suzuki	2,551	3,157	0.1	0.1	8,884	8,261	0.4	0.3	11,435	11,418	0.2	0.2	0.0	0.1
Audi	6,244	11,093	0.2	0.2	—	—	—	—	6,244	11,093	0.1	0.2	−0.1	−43.7
Daihatsu	3,222	5,895	0.1	0.1	1,651	2,383	0.1	0.1	4,873	8,278	0.1	0.1	0.0	−41.1
Jaguar	4,342	9,450	0.1	0.2	—	—	—	—	4,342	9,450	0.1	0.1	−0.1	−54.1
Porsche	2,442	5,125	0.1	0.1	—	—	—	—	2,442	5,125	0.0	0.1	0.0	−52.4
Alfa Romeo	2,082	1,388	0.1	0.0	—	—	—	—	2,082	1,388	0.0	0.0	0.0	50.0
Peugeot	1,961	2,376	0.0	0.0	—	—	—	—	1,961	2,375	0.0	0.0	0.0	−17.5
Range Rover	0	0	0.0	0.0	1,399	2,074	0.1	0.1	1,399	2,074	0.0	0.0	0.0	−32.5
Sterling	1,385	2,336	0.0	0.0	—	—	—	—	1,385	2,336	0.0	0.0	0.0	−40.7
Yugo	1,232	3,725	0.0	0.1	—	—	—	—	1,232	3,725	0.0	0.1	0.0	−66.9
Other•	1,320	1,470	0.0	0.0	—	—	—	—	1,320	1,470	0.0	0.0	0.0	0.0
TOTAL	**4,138,473**	**4,840,141**	**100.0**	**100.0**	**2,040,824**	**2,425,363**	**100.0**	**100.0**	**6,179,297**	**7,265,504**	**100.0**	**100.0**	**0.0**	**−15.0**
Total Big 3	**2,685,061**	**3,211,590**	**64.9**	**66.4**	**1,695,507**	**2,044,830**	**83.1**	**84.3**	**4,380,568**	**5,256,420**	**70.9**	**72.3**	**−1.5**	**−16.7**
Total Japan	**1,220,399**	**1,321,924**	**29.5**	**27.3**	**340,990**	**374,802**	**16.7**	**15.5**	**1,561,389**	**1,696,726**	**25.3**	**23.4**	**1.9**	**− 8.0**
Total Europe	**175,923**	**236,754**	**4.3**	**4.9**	**4,327**	**5,731**	**0.2**	**0.2**	**180,250**	**242,485**	**2.9**	**3.3**	**−0.4**	**−25.7**
GM	1,493,842	1,753,996	36.1	36.2	701,279	852,995	34.4	35.2	2,195,121	2,606,991	35.5	35.9	−0.4	−15.8
Ford	829,549	1,022,060	20.0	21.1	588,239	725,417	28.8	29.9	1,417,788	1,747,477	22.9	24.1	−1.1	−18.9
Chrysler	361,670	435,534	8.7	9.0	405,989	466,418	19.9	19.2	767,659	901,952	12.4	12.4	0.0	−14.9
Toyota/Lexus	351,458	388,855	8.5	8.0	126,556	132,491	6.2	5.5	478,014	521,346	7.7	7.2	0.6	− 8.3
Honda/Acura	399,120	434,257	9.6	9.0	0	0	0.0	0.0	399,120	434,257	6.5	6.0	0.5	− 8.1
Nissan/Infiniti	194,384	225,890	4.7	4.7	80,591	88,470	3.9	3.6	274,975	314,360	4.4	4.3	0.1	−12.5
VW/Audi	55,636	79,541	1.3	1.6	2,928	3,657	0.1	0.2	58,564	83,198	0.9	1.1	−0.2	−29.6
†Geo	*124,128*	*147,618*	*3.0*	*3.0*	*16,111*	*16,950*	*0.8*	*0.7*	*140,239*	*164,568*	*2.3*	*2.3*	*0.0*	*−14.8*
*Made by Japan••	*1,371,330*	*1,491,651*	*33.1*	*30.8*	*354,423*	*399,607*	*17.4*	*16.5*	*1,725,753*	*1,891,258*	*27.9*	*26.0*	*1.*	*− 8.8*

•Includes 1991 estimated sales of 480-Ferrari, 450-Rolls/Bentley, 162-Lotus, 120-Maserati, 78-Lamborghini and 30-Aston Martin.

••Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

DOMESTIC CAR SALES, JUNE & YTD

	June 1991	June 1990	Jan. 1 to June 30, 1991	Jan. 1 to June 30, 1990
Summit	686	0	3,515	0
Talon	2,905	2,874	16,008	14,580
Premier	1,474	831	5,839	7,024
Total Eagle	**5,065**	**3,705**	**25,362**	**21,604**
Horizon	31	666	383	9,764
Laser	2,931	3,294	14,923	24,312
Sundance	4,540	4,507	21,706	30,220
Reliant	0	297	0	2,371
Acclaim*	8,495	10,000	52,331	54,276
Total Plymouth	**15,997**	**18,764**	**89,343**	**120,943**
LeBaron A*	1,711	4,433	9,139	15,497
LeBaron J	3,610	5,618	22,250	31,629
LeBaron GTS	0	429	0	1,544
Fifth Avenue (rwd)	0	120	0	740
Fifth Avenue (fwd)	3,537	2,783	19,771	17,691
Imperial	1,014	957	5,404	6,216
New Yorker C	1,183	6,648	7,159	23,671
Total Chrysler	**11,055**	**20,988**	**63,723**	**96,988**
Omni	35	606	413	9,700
Shadow	7,476	5,004	37,154	34,517
Monaco	1,809	1,316	3,910	2,736
Daytona	1,294	2,769	7,867	18,554
Aries	0	279	0	1,915
Lancer	0	268	0	1,081
Spirit*	7,420	6,840	44,566	45,607
Dynasty	9,252	9,353	57,865	49,433
Total Dodge	**27,286**	**26,435**	**151,775**	**163,543**
CHRYSLER CORP.	**59,403**	**69,892**	**330,203**	**403,078**
Escort*	20,288	26,305	116,810	142,385
Mustang	8,135	11,859	39,162	64,784
Tempo	13,752	17,961	93,500	118,027
Taurus	27,634	27,534	155,952	167,007
Thunderbird	5,480	8,493	38,290	56,497
Probe	9,173	13,080	41,843	63,916
Crown Victoria	6,374	11,031	36,599	57,854
Total Ford Div.	**90,836**	**116,263**	**522,156**	**670,470**
Topaz	5,624	6,177	30,472	40,265
Sable	11,613	7,172	51,497	48,906
Cougar	5,040	6,790	28,726	42,570
Grand Marquis	8,809	8,824	49,319	53,009
Total Mercury	**31,086**	**28,963**	**160,014**	**184,750**
Continental	4,306	4,654	27,474	32,190
Town Car	11,081	14,398	64,053	80,055
Mark VII	860	1,556	4,790	12,928
Total Lincoln	**16,247**	**20,608**	**96,317**	**125,173**
Total L-M Div.	**47,333**	**49,571**	**256,331**	**309,923**
FORD MOTOR CO.	**138,169**	**165,834**	**778,487**	**980,393**
Skyhawk	0	78	0	709
Roadmaster	5,523	0	13,765	0
Somerset/Skylark	3,918	9,764	43,657	53,640
Century*	13,284	8,699	62,214	58,495
Regal	11,018	9,014	55,131	37,140
LeSabre	6,233	13,467	48,797	80,184
Reatta	215	520	1,429	3,443
Electra/Park Ave.	8,888	3,037	41,687	24,715
Riviera	1,131	1,892	7,775	10,647
Total Buick	**50,210**	**46,471**	**274,455**	**268,973**
Allante	322	379	1,496	1,660
Seville	2,027	5,439	17,136	21,642
DeVille	11,480	12,731	66,929	83,905
Brougham	1,574	1,735	11,118	15,690
Eldorado	1,094	2,143	8,267	12,577
Total Cadillac	**16,497**	**22,427**	**104,946**	**135,474**
Geo Metro	5,162	3,665	33,409	10,791
Geo Prizm	11,617	11,633	42,486	57,425
Cavalier*	25,701	22,806	151,171	151,232
Camaro	5,289	8,906	25,410	41,973
Celebrity	30	5,313	611	18,724
Corsica/Beretta	28,802	28,959	119,800	162,247
Lumina	26,333	21,007	116,134	120,179
Caprice	12,262	16,565	68,924	89,819
Corvette	1,698	3,117	9,227	12,863
Total Chevrolet	**116,894**	**121,971**	**567,172**	**664,602**
Calais	2,382	9,783	33,576	53,529
Cutlass Ciera*	19,644	15,536	64,915	75,937
Cutlass Supreme	9,123	6,433	47,280	56,658
88	3,990	7,754	34,006	50,190
98	4,845	4,558	26,320	25,526
Toronado	498	1,740	4,505	7,932
Total Oldsmobile	**40,482**	**45,804**	**210,602**	**269,772**
Sunbird	9,140	11,817	48,866	56,536
Firebird	2,436	4,431	11,368	21,426
Grand Am	13,223	23,756	90,836	114,362
Pontiac 6000	5,333	4,060	18,096	26,420
Grand Prix	11,534	12,162	50,930	62,515
Bonneville	4,131	5,941	25,450	34,530
Total Pontiac	**45,797**	**62,167**	**245,546**	**315,789**
Total Saturn	**6,666**	**0**	**25,320**	**0**
GENERAL MOTORS	**276,546**	**298,840**	**1,428,041**	**1,654,610**
Civic	15,816	22,228	67,739	102,990
Accord	39,423	24,947	169,858	135,251
HONDA	**55,239**	**47,175**	**237,597**	**238,241**
MX-6	1,518	1,825	16,079	13,841
626	3,174	3,030	32,686	15,312
MAZDA	**4,692**	**4,855**	**48,765**	**35,653**
Eclipse	4,985	4,727	28,136	27,291
Mirage	1,918	0	9,813	0
MITSUBISHI	**6,903**	**4,727**	**37,949**	**27,291**
NISSAN Sentra*	**9,947**	**9,387**	**61,022**	**48,560**
Corolla	11,448	10,535	57,780	69,531
Camry	18,811	16,031	92,889	105,774
TOYOTA	**30,259**	**26,566**	**150,669**	**175,305**
SUBARU Legacy	**5,416**	**1,505**	**24,159**	**2,946**
SUZUKI Swift	**57**	**0**	**355**	**0**
DOMESTIC TOTAL	**587,631**	**628,781**	**3,097,247**	**3,566,077**
IMPORT TOTAL	**183,907**	**228,109**	**1,041,226**	**1,274,064**
INDUSTRY TOTAL	**771,538**	**856,890**	**4,138,473**	**4,840,141**

*Includes units produced in Mexico.

'92 Olds ads hype intelligent engineering

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Oldsmobile launched its 1992 Eighty Eight Royale with an ad campaign that signals a new marketing strategy for the entire division.

The new theme line, "The Power of Intelligent Engineering," embraces Oldsmobile's new product-oriented marketing thrust, said Michael Grimaldi, general marketing manager.

The new theme line replaces the "New Generation of Olds" campaign that began three years ago.

"This new campaign theme line is a reflection of our commitment in terms of bringing to the market smart, contemporary vehicles that are clearly a step ahead of our competition in terms of product design, overall value and total satisfaction throughout the ownership experience," Grimaldi said.

He said extensive consumer research indicates that people associate Oldsmobile with five product features:

- Great engines
- Engineering leadership in meaningful technology
- "Step-up" comfort and features
- Vehicles that are solid, well built and safe
- Superior overall ownership experience.

Oldsmobile has based its new marketing strategy on those five attributes which, when woven together, make "Oldsmobile as different from our sister divisions as GM is from the competition," Grimaldi said.

Grimaldi: Olds is different from its sister divisions

He said Oldsmobile believes the new marketing strategy combined with the 1992 vehicle lineup will help the division regain its core market of 35-to-45-year-olds who abandoned Oldsmobile in favor of mid-sized cars.

Grimaldi said he believes the new Achieva, which is scheduled to debut early next year; the Cutlass Supreme; and the Bravada sport-utility will attract the younger buyers. Achieva replaces Cutlass Calais. Oldsmobile launched the campaign last week with ads in *USA Today* and *The Wall Street Journal*.

In keeping with General Motors' promise to make safety an issue in 1992 (see story on Page 41), the ad also highlights the availability of anti-lock brakes and traction control. A driver's side air bag now is standard.

Grimaldi said 16,000 Eighty Eights are either en route to or in dealer showrooms.

The new advertisements highlight five product characteristics associated with Oldsmobile.

Oldsmobile believes the new marketing strategy combined with the 1992 vehicle lineup will help the division regain its core market of 35-to-45-year-olds.

LIGHT-DUTY TRUCK SALES, JUNE & Y-T-D

	June 1991	June 1990	6 Mos., 1991	6 Mos., 1990
Vans	9,515	14,843	50,737	80,324
Aerostar	15,495	18,815	75,562	97,516
Club Wagon	2,421	2,126	11,381	11,766
Ranger	22,398	24,764	122,972	144,674
Bronco	2,420	3,866	13,144	28,632
Bronco II/Explorer	23,321	18,369	122,579	68,188
Pickups	34,806	48,020	191,864	294,317
FORD	**110,376**	**130,803**	**588,239**	**725,417**
Vans	8,452	10,103	39,974	55,544
Sportsvan	1,152	1,009	5,220	5,084
Geo Tracker*	3,540	3,268	16,111	16,950
Astro	12,559	11,400	59,275	67,238
Lumina APV	5,357	6,279	25,229	32,199
S10	19,426	19,633	105,608	95,457
S10 Blazer	10,415	14,093	59,933	74,279
Blazer	936	1,281	5,582	9,594
Suburban	4,299	4,676	19,840	30,801
Pickups	33,481	41,655	190,634	269,777
P Model	2,024	2,452	8,968	13,832
CHEVROLET	**101,641**	**113,397**	**536,374**	**656,923**
PONTIAC Trans Sport	2,484	2,901	11,035	15,623
Silhouette	2,174	2,390	9,011	11,459
Bravada	976	0	4,977	0
OLDSMOBILE	**3,150**	**2,390**	**13,988**	**11,459**
Vans	4,599	5,494	24,346	30,922
Ram Wagon	2,073	2,623	10,488	13,503
Voyager	17,104	15,840	86,005	94,563
Caravan	21,225	18,858	105,163	107,887
Caravan C/V	1,215	1,414	5,864	7,725
Town & Country	346	225	1,926	1,545
Ram 50	375	795	2,274	6,763
Raider	0	240	0	1,092
Ramcharger	547	989	3,236	5,925
Dakota	7,832	6,330	40,316	41,782
Pickups	7,199	8,473	42,243	51,519
CHRYSLER	**62,515**	**61,281**	**321,861**	**363,226**
Vans	3,540	3,362	15,946	19,523
Safari	3,827	3,427	17,030	17,304
S15/Sonoma	4,161	3,787	22,593	21,469
S15 Jimmy	2,419	3,101	14,402	18,159
Jimmy	269	245	1,458	2,795
Suburban	1,787	2,034	7,950	12,651
Pickups	10,654	11,558	58,681	75,064
P Model	300	232	1,157	1,404
W4	140	62	665	621
GMC	**27,097**	**27,808**	**139,882**	**168,990**
Wrangler	5,431	5,317	23,390	27,122
Cherokee	10,621	10,512	55,191	63,328
Grand Wagoneer	442	556	2,050	3,297
Comanche	615	968	3,497	7,668
JEEP	**17,109**	**17,629**	**84,128**	**103,192**
DAIHATSU Rocky	**298**	**546**	**1,651**	**2,383**
Pickup*	4,909	6,944	21,495	24,297
Amigo	737	994	4,004	5,628
Trooper	2,362	4,120	12,751	26,765
Rodeo*	2,775	0	12,276	0
ISUZU	**10,783**	**12,058**	**50,526**	**56,690**
Pickup	5,931	10,540	26,958	45,547
MPV	5,321	3,509	26,331	19,340
Navajo*	906	0	4,952	0
MAZDA	**12,158**	**14,049**	**58,241**	**64,887**
Pickup	1,258	2,817	9,429	15,085
Montero	817	1,197	5,055	6,078
Van	3	59	57	457
MITSUBISHI	**2,078**	**4,073**	**14,541**	**21,620**
Pickup*	10,841	10,[illegible]6	61,728	67,865
Pathfinder	3,094	2,787	17,769	15,162
Axxess	18	612	304	4,263
Van	1	4	5	39
Hawaii	0	186	785	1,141
NISSAN	**13,954**	**14,395**	**80,591**	**88,470**
RANGE ROVER	**191**	**358**	**1,399**	**2,074**
Samuari	407	497	2,644	2,845
Sidekick*	888	757	6,240	5,416
SUZUKI	**1,295**	**1,254**	**8,884**	**8,261**
Pickups	12,779	14,033	75,726	88,049
Previa	4,604	4,949	26,487	17,164
4Runner	3,614	3,870	20,331	24,360
Land Cruiser	637	556	4,012	2,697
Van	0	3	0	221
TOYOTA	**21,634**	**23,411**	**126,556**	**132,491**
VOLKSWAGEN Vanagon	**581**	**728**	**2,928**	**3,657**
IMPORTS	**62,972**	**70,064**	**345,317**	**380,533**
INDUSTRY TOTAL	**387,344**	**427,864**	**2,948,824**	**2,425,363**

*Includes domestic vehicles

Sales charts compiled by Karen Dziewanski

INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Colt, Colt Vista (1990-91)*	Up to $700, quota
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Colt, Colt Vista (1990-91)*	Up to $700, quota
Minivans (1991) without air bags	$500

*Expires July 31

FORD MOTOR CO. (expires July 31)
Ford Escort (1991), Crown Victoria (1990-91-92) and F-series pickup (1990-91)

100 percent of quota	$500-15,000
110 percent of quota	$750-22,500
120 percent of quota	$1,000-30,000

Dealerships divided into seven groups, based on number of units in quota. Payments listed above are the range of total amounts for the seven groups.

Program includes Mercury Tracer (1991) and Grand Marquis (1990-91-92) for Ford-Mercury dual dealerships.

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (expires Sept. 16)

Stylus S, Impulse XS (1991)	$700
Stylus XS, Impulse RS (1991)	$1,500
Pickup (1991)	$700-1,000, based on sales
Trooper (1991)	$1,600-1,800, based on sales

MAZDA (expires Aug. 2)

MPV (1991)	$800

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Aug. 2)

Swift (1990-91)	$400-1,000
Sidekick (1990)	$1,000
Sidekick (1991)	$300-1,000

TOYOTA (expires Aug. 2)

Corolla	$300-900, based on number sold
Camry, trucks	$300-1,100, based on number sold

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (expires Aug. 18)

740 and 940 (1991)	$1,500

GM revamps incentives to clear out '91s

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

General Motors stepped into the cleanup rebate arena last week with a collection of new, revised or extended incentives for customers. Most of the programs run through Sept. 25.

Chrysler Corp. announced its cleanup rebates a week earlier. Ford Motor Co. will do so when its current programs expire July 30.

Pontiac, whose last consumer incentive program was mostly regional, has gone national with its cleanup incentives by offering consumers $750 to $1,500 on 1991 vehicles. In lieu of rebates, consumers may choose cut-rate financing of 4.9 to 10.9 percent. Pontiac's program expires Sept. 25.

Through July 31, **Chevrolet** is honoring Ford's $500 direct-mail coupon, "Extra Special F-Series $500 Saving Offer," toward the lease or purchase of a 1991 C/K full-sized pickup or cab-chassis.

Chevrolet's previous consumer incentives were extended with some revisions. As with the previous program, the payments range from $300 to $1,500. The revisions include increases to $1,000 from $500 on Geo Prizm, to $750 from $500 on Geo Tracker and to $1,500 from $1,000 on S/T Blazer two-door and four-door (excluding Tahoe LT). Added to Chevrolet's consumer rebate lineup are the Corsica at $500 and the S/T Blazer four-door Tahoe LT at $1,000.

Chevrolet reduced its financing rate from 7.9 to 6.9 percent for contracts up to 48 months. Also, Geo Prizm buyers who take delivery before July 31 qualify for 2.9 percent financing on contracts up to 48 months. The rest of Chevrolet's program expires Sept. 25.

Oldsmobile, which has relied on regional consumer incentives the last few months, did not announce a new program last week. An Oldsmobile spokesman said the division will continue with regional programs. For example, in Michigan, Oldsmobile is offering rebates of $1,000 to $1,500 on its vehicles through Sept. 25.

Buick extended its consumer incentive program, which includes all models except the 1991 Park Avenue, Park Avenue Ultra and Roadmaster Estate Wagon and the 1992 Roadmaster sedan.

Buick rebates range from $250 to $2,000 depending on the option package selected. Interest rates are 4.9 to 10.9 percent. The program expires Sept. 25.

Cadillac extended its $1,500 consumer rebate on the 1991 Brougham until July 31.

Special Correspondent Darrell Pressley contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES
NEW PROGRAMS

GENERAL MOTORS
Expires Sept. 25 unless otherwise noted. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet. Geo Prizms delivered by July 30 can be financed at 2.9 percent.

Buick (1991)*	
Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000
*Based on option package ordered.	
Cadillac (1991)	
Brougham (expires July 31)	$1,500
Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991)	
G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example.	
Cutlass Calais, Cutlass Supreme, Olds 88	$1,000
Custom Crusier, Bravada	$1,200
Cutlass Ciera, 98	$1,500
Toronado	$2,000
Pontiac (1991)	
Grand Am, Trans Sport	$750
Firebird, Grand Prix	$1,000
Bonneville	$1,500

CONTINUING PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial, New Yorker Fifth Ave. (1990-91)	$1,500
LeBaron, N.Y. Salon (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Monaco (1990-91)	$1,500
Spirit, Dynasty (1990-91)	$1,000
Shadow Conv. (1991)	$1,000
Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Shadow (1990), Daytona (1990-91)	$700
Shadow Highline (1991)	$500
Colt base (1991)	$400
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1990-91)	$1,500
Talon (1990)	$1,000
Talon (1991)	$700
Summit (1991, except base), all Summit (1990)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1990-91), Laser (1990), Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Laser (1991), Sundance (1990)	$700
Sundance Highline (1991)	$500
Colt base (1991)	$400
All minivans (1991)	$500
All minivans (1990)	$1,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

FORD MOTOR CO.
1990-91 models. Finance rates in lieu of rebates are 4.8 percent on Festiva, Escort (except Pony), Tracer; 7.9 percent on others. Terms are 24, 36 or 48 months. All incentives expire July 30.

Ford Festiva, Escort Pony and LX, hatchbacks, Mustang	$500
Tempo	$600
Thunderbird	$600-750
Escort wagon, GT	$750
Taurus	$750
Taurus SHO	$1,600
Probe	$1,000
Crown Victoria (1991)	$1,500
F series, Econoline (1991)	$500
Ranger, Aerostar, F series (over 8,500 gvw)	$1,000
Econoline E150 (1990, with conversion pkg.)	$1,500
Econoline E150 (1991, with conversion pkg.)	$1,000
Bronco	$1,500
Mercury Tracer sedan	$500
Topaz, Capri	$600
Cougar	$600-1,000
Tracer LTS and wagon	$750
Sable	$750
Grand Marquis (1991)	$1,000

MAZDA (expires Aug. 2)

Trucks (1991)	$500-1,300*
*Based on region	

SAAB
3.5 percent financing on 9000 models (1991) for 24, 36 or 48 months with downpayment of 25 percent. Expires July 31.

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

MERCEDES
FROM PAGE 1

maker, Hubbert said.

"He wants us to come as soon as possible and to build cars in Mexico and sell them to the United States," said Hubbert. "But we will be very careful."

Mercedes will start its Mexican passenger-car program cautiously next year by exporting 300 to 500 mid-class cars to the country. Although only local carmakers are now permitted to import into Mexico, permission to import the cars will be granted in exchange for Mercedes' commitment to expand commercial vehicle production to include a new small bus chassis under 8.8 tons, Hubbert said.

Until now, Mercedes has been allowed to import diplomatic vehicles only.

"We'll start in 1993, maybe with a semi-knockdown assembly line for the Mexican market, bringing some suppliers with us, buying parts from Mexico to make money and pay for the imports," Hubbert said. "And then, nobody knows what will happen with the North American free trade agreement" still under discussion.

"We're not ready yet (to export from Mexico), but nobody knows what will happen in five or 10 years," said Hubbert. "We need some global sourcing and some global production."

One impetus for shifting production to Mexico is the rising cost of production in Germany. Wage rates for automakers here are among the highest in the world, and the powerful German metalworkers' union has succeeded in regularly reducing the length of the workweek in recent contracts.

The prospect of shifting output to Mexico could help the union's discussions with Mercedes become a "little bit more serious," Hubbert said.

The company's Mexican plant, in Santiago Tianguistenco, built 6,000 trucks over 8.8 tons last year and generated revenue of 300 million marks (about $165 million). Production is expected to rise to about 9,000 in 1991.

Mercedes expects to invest about 100 million marks (about $55 million) over the next five years for doubling commercial-vehicle capacity and for setting up semi-knockdown car production, the company said.

"We have very good performance in our truck factory," said Hubbert. "It is in very good shape and we are increasing production. Maybe they will reach 20,000 trucks in the next few years."

Soviets to M-B: Let's build Gelaendewagens

Mercedes-Benz AG has been asked by Soviet authorities to license production of its Gelaendewagen off-road vehicle, says Jurgen Hubbert, head of Mercedes' passenger-car division.

Mercedes already has a deal to assemble buses near Moscow beginning in 1993 and is discussing the possibility of producing its W124 mid-class line of cars in the Soviet Union.

Hubbert said the Gelaendewagen proposal emerged recently from the Soviets' Sterlitamak machine-tool collective in the city of Sterlitamak, which is located in the Ural Mountains.

"They are very interested," he says. "They are from a military factory, they have money and skilled people, and I think they can do it."

Proposed volume is 25,000 units annually, more than doubling the number of Mercedes Gelaendewagens now produced in the West. Production could begin soon.

"If we are allowed to bring parts in we can start it at the end of next year," he says. "It is in discussion."

The Gelaendewagen, which was introduced in 1979, is produced at Steyr-Daimler-Puch's factory in Graz, Austria, at a level of about 10,000 units annually.

Mercedes and Japan's Mitsubishi Motors Corp. have been discussing a joint venture to build a replacement for the Gelaendewagen, but Hubbert says the German company is talking to other potential partners as well.

"We only have a sales and production of about 10,000, and that is not a situation where you can survive for very long," he says.

"I think we need a partner to bring it up to a capacity like the (Mitsubishi) Pajero — 120,000 units a year — something like that. We are in discussions with . . . some others. We are interested because we need a successor in the mid-'90s," he says.

Although Mitsubishi Group and Mercedes' parent, Daimler-Benz AG, have been discussing possibilities for global cooperation, Hubbert sounded pessimistic about prospects on the passenger-car side.

"At this time we have no ideas," he says.

However, Hubbert revealed that Mitsubishi had sought to produce its Galant model at Mercedes' new plant in Rastatt, Germany.

"They asked us if we could give them capacity for 60,000 or 100,000 cars to be sold in Europe, and we told them we had no capacity," he said.

— Richard Johnson

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Belvidere, Ill.	7/15,7/22, 7/29, 8/5	*
Chrysler Fifth Ave.		
Chrysler Imperial		
Chrysler New Yorker		
Dodge Dynasty		
Bramalea, Ontario	7/15, 7/22	*
Dodge Monaco		
Eagle Premier		
Brampton, Ontario	7/15, 7/22, 7/29	*
Jeep Wrangler		
Newark, Del.	7/15, 7/22, 7/29, 8/5	*
Dodge Spirit		
Chrysler LeBaron J		
Plymouth Acclaim		
Sterling Heights, Mich.	7/15, 7/22	*
Dodge Shadow		
Plymouth Sundance		
Toledo, Ohio	7/15, 7/22	*
Jeep Cherokee		
Jeep Comanche		
Windsor, Ontario	7/15, 7/22	*
Dodge Caravan		
Dodge Caravan C/V		
Plymouth Voyager		
Windsor, Ontario (Pillette Road)	7/15, 7/22, 7/29	*
Dodge Ram Van		
Dodge Ram Wagon		
FORD MOTOR CO.		
Dearborn, Mich.	7/15	3,500
Ford Mustang		
Kentucky Truck (Louisville)	7/15	1,000
Ford heavy trucks		
Oakville, Ontario	7/15	**
Ford Tempo		
Mercury Topaz		
Ontario Truck (Oakville, Ontario)	7/15	**
Ford F series		
GENERAL MOTORS		
Wilmington, Del.	7/15, 7/22, 7/29, 8/5, 8/12, 8/19, 8/26	*
Chevrolet Corsica		
Chevrolet Beretta		
CAMI		
Ingersoll, Ontario	7/15, 7/22	*
Geo Metro		
Geo Tracker		
Suzuki Swift		
Suzuki Sidekick		
NISSAN MOTOR MFG. CORP. U.S.A.		
Smyrna, Tenn.	7/15	**
Nissan Sentra		
Pickup trucks		
Total U.S. car		3,500
Total U.S. truck		1,000
Total units lost week of7/15		4,500

*Model changeover
**Vacation
Source: Automotive News Data Center

U.S. CAR

	Week Ended July 13, 1991	Week Ended July 6, 1991	July to Date	Jan. 1 to July 13, 1991	Jan. 1 to July 14, 1990
Horizon	0	0	0	0	4,327
Sundance	2,050	1,724	3,774	26,596	43,433
Acclaim	2,700	2,139	4,839	48,951	55,549
Total Plymouth	**4,750**	**3,863**	**8,613**	**75,547**	**103,309**
LeBaron A	0	0	0	0	8,064
LeBaron J	0	0	0	18,697	26,823
N. Yorker C-Class	350	291	641	4,758	24,535
Fifth Avenue	1,650	1,324	2,974	20,785	10,096
Imperial	300	262	562	4,596	16,672
Total Chrysler	**2,300**	**1,877**	**4,177**	**48,836**	**86,190**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	17,869
Shadow	2,700	1,959	4,659	32,234	50,731
Dynasty	2,550	2,111	4,661	66,539	63,416
Spirit	2,100	1,770	3,870	43,618	51,364
Total Dodge	**7,350**	**5,840**	**13,190**	**147,327**	**187,458**
CHRYSLER CORP.	**14,400**	**11,580**	**25,980**	**271,710**	**376,957**
Escort	0	0	0	101,375	107,890
Mustang	0	0	0	42,542	77,839
Tempo	0	0	0	56,929	71,767
Taurus	0	0	0	173,772	188,838
Thunderbird	0	0	0	40,373	63,234
Total Ford Div.	**0**	**0**	**0**	**414,991**	**508,568**
Topaz	0	0	0	25,067	27,026
Cougar	0	0	0	29,666	42,211
Sable	0	0	0	56,265	56,432
Total Mercury	**0**	**0**	**0**	**110,998**	**125,669**
Continental	0	0	0	29,153	31,032
Mark VII	0	0	0	5,099	12,540
Town Car	0	0	0	68,603	83,864
Total Lincoln	**0**	**0**	**0**	**102,855**	**127,436**
Total L-M Div.	**0**	**0**	**0**	**213,853**	**253,105**
FORD MOTOR CO.	**0**	**0**	**0**	**828,844**	**762,673**
Skylark/Somerset	0	0	0	27,510	50,257
Century	2,868	2,104	4,972	50,155	38,604
Riviera	0	0	0	13,409	13,097
Electra/Park Ave.	1,819	1,809	3,628	61,890	20,477
LeSabre (fwd)	1,500	612	2,112	27,036	93,897
Roadmaster Sedan+	1,030	824	1,854	12,562	0
Roadmaster Wagon†	350	272	622	16,254	4,022
Reatta	0	0	0	1,206	379
Total Buick	**7,567**	**5,621**	**13,188**	**214,542**	**225,229**
Eldorado	0	0	0	6,395	12,232
Seville	0	0	0	13,909	22,747
Brougham (rwd)	375	283	658	10,677	13,148
DeVille (fwd)	3,200	2,557	5,757	78,656	95,924
Allante	64	51	115	1,689	2,516
Total Cadillac	**3,639**	**2,891**	**6,530**	**112,084**	**146,567**
Cavalier	4,650	3,793	8,443	145,959	183,411
Camaro	1,693	1,321	3,014	28,277	36,760
Corsica/Beretta	6,640	6,385	13,025	148,056	156,574
Caprice	2,880	2,324	5,204	78,434	141,693
Corvette	483	386	869	12,756	13,497
Total Chevrolet	**16,346**	**14,209**	**30,555**	**413,482**	**531,935**
Calais	0	0	0	34,616	57,216
Cutlass Ciera	2,830	2,126	4,956	44,635	45,027
Cutlass Supreme	2,610	2,065	4,675	60,048	47,615
Toronado	0	0	0	2,778	9,491
88 (fwd)	2,548	1,701	4,249	37,376	59,943
Custom Cruiser Wag.††	170	135	305	5,483	1,214
98	2,000	1,611	3,611	43,519	32,798
Total Oldsmobile	**10,158**	**7,638**	**17,796**	**228,455**	**253,304**
Sunbird	1,910	1,598	3,508	67,482	83,181
Grand Am	0	0	0	87,061	113,753
Firebird	500	435	935	9,385	22,935
Grand Prix	2,683	1,982	4,665	57,644	66,188
Pontiac 6000	0	0	0	19,603	33,612
Bonneville	1,778	384	2,162	26,162	45,630
Total Pontiac	**6,871**	**4,399**	**11,270**	**267,337**	**365,299**
Total Saturn+	**2,485**	**1,924**	**4,329**	**42,884**	**0**
GENERAL MOTORS	**46,996**	**36,662**	**83,988**	**1,277,826**	**1,522,334**
DIAMOND-STAR*	**2,983**	**1,786**	**4,986**	**83,831**	**67,617**
Civic	1,710	0	1,710	48,283	63,422
Accord	7,445	0	7,445	188,597	167,321
HONDA	**9,155**	**0**	**9,155**	**236,880**	**230,743**
MAZDA*	**2,817**	**0**	**2,817**	**82,134**	**90,948**
NISSAN	**0**	**0**	**0**	**60,980**	**51,886**
Corolla	2,100	1,367	3,467	57,636	56,913
Geo Prizm/Nova	2,100	1,132	3,232	53,126	56,703
NUMMI	**4,200**	**2,499**	**6,699**	**110,762**	**113,616**
SUBARU-ISUZU Legacy	**882**	**48**	**910**	**29,629**	**13,894**
TOYOTA Camry	**4,250**	**0**	**4,250**	**115,788**	**117,553**
TOTAL BIG 3	**61,396**	**48,282**	**109,648**	**2,170,380**	**2,661,964**
TOTAL TRANSPLANT	**24,167**	**4,252**	**28,439**	**728,213**	**695,459**
TOTAL CARS, U.S.	**85,573**	**52,514**	**138,087**	**2,906,593**	**3,347,423**
TOTAL CARS, CANADA	**16,078**	**12,921**	**28,999**	**584,147**	**573,330**
U.S., CANADA CARS	**101,651**	**65,435**	**167,086**	**3,590,740**	**3,920,753**
U.S., CANADA CARS AND TRUCKS	**158,277**	**114,188**	**272,465**	**5,891,695**	**6,583,446**

+Estimate
††1990 totals reflect LeSabre (rwd) †††1990 totals reflect Olds. 88 (rwd)
*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended July 13, 1991	Week Ended July 6, 1991	July to Date	Jan. 1 to July 13, 1991	Jan. 1 to July 14, 1990
Monaco	740	557	1,297	6,083	5,804
Premier	194	280	474	5,824	4,893
CHRYSLER CORP.	**934**	**837**	**1,771**	**11,907**	**10,697**
Tempo	0	0	0	60,003	69,481
Topaz	0	0	0	19,184	25,040
Crown Victoria	0	0	0	45,369	64,122
Grand Marquis	0	0	0	46,366	56,568
FORD MOTOR CO.	**0**	**0**	**0**	**170,922**	**215,211**
Celebrity	0	0	0	0	18,415
Cutlass Ciera	1,780	1,569	3,349	39,440	49,348
Lumina	6,455	4,662	11,117	125,024	123,856
Regal	2,979	2,116	5,095	67,874	50,669
GENERAL MOTORS	**11,214**	**8,347**	**19,561**	**232,338**	**242,288**
CAMI*	**0**	**2,046**	**2,046**	**64,270**	**0**
HONDA Civic+	**2,100**	**0**	**2,100**	**56,945**	**55,964**
HYUNDAI Sonata	**500**	**478**	**978**	**16,463**	**11,181**
TOYOTA Corolla	**1,150**	**1,069**	**2,219**	**36,517**	**33,096**
VOLVO 740 and 940	**180**	**144**	**324**	**4,785**	**4,893**
TOTAL CARS, CANADA	**16,078**	**12,921**	**28,999**	**584,147**	**573,330**

U.S. TRUCK

Caravan	3,350	2,220	5,570	60,497	63,102
Dakota	1,950	1,575	3,525	44,316	37,664
Caravan C/V	0	0	0	2,109	3,967
Ram pickups	2,000	1,594	3,594	44,390	55,682
Total Dodge	**7,300**	**5,389**	**12,689**	**151,312**	**160,415**
Cherokee	0	2,947	2,947	69,622	90,190
Comanche	0	79	79	2,827	4,241
Grand Wagoneer	0	0	0	1,560	3,770
Wagoneer/Briarwood	0	12	12	1,451	2,185
Total Jeep	**0**	**3,038**	**3,038**	**75,460**	**100,386**
Voyager	1,950	1,060	3,010	51,116	59,102
Town & Country	50	73	123	1,846	1,996
Total C-P Div.	**2,000**	**1,133**	**3,133**	**52,962**	**61,108**
CHRYSLER CORP.	**9,300**	**9,560**	**18,860**	**279,734**	**321,901**
Aerostar	0	0	0	82,391	107,019
Bronco	0	0	0	7,133	28,342
Bronco II/Explorer	0	0	0	139,883	68,084
Navajo	0	0	0	5,871	0
Econoline	0	0	0	69,083	103,662
Mediums/Heavies	1,040	832	1,872	19,066	26,441
Light trucks	0	0	0	148,360	241,272
Ranger	0	0	0	130,994	153,522
FORD MOTOR CO.	**1,040**	**832**	**1,872**	**602,781**	**756,342**
Astro	0	0	0	49,605	65,473
Blazer	199	154	353	4,560	9,665
Lumina APV	1,263	994	2,257	23,274	54,695
Mediums/Heavies	269	275	544	545	4,473
P-Model	739	480	1,219	10,595	14,419
Pickups	5,604	5,329	10,933	157,750	224,670
S10	5,870	4,769	10,639	141,650	129,595
S10 Blazer	3,883	1,567	5,450	17,439	47,846
Sportsvan/Van	1,096	835	1,931	23,492	37,788
Suburban	769	621	1,390	15,524	37,788
Total Chevrolet	**19,892**	**15,824**	**34,716**	**444,329**	**626,402**
Jimmy	93	38	131	1,162	3,029
Mediums/Heavies	320	204	524	522	4,680
P-Model	60	38	98	1,568	1,707
Pickups	2,966	1,638	4,604	70,318	85,875
S15/Sonoma	1,405	1,625	3,030	33,590	30,018
S15 Jimmy	563	526	1,089	6,102	16,537
Safari	0	0	0	21,460	25,137
Suburban	699	328	1,027	13,273	18,768
Vandura/Rally Vans	267	273	540	10,973	14,129
Total GMC	**6,373**	**4,670**	**11,043**	**158,968**	**199,880**
Silhouette	690	542	1,232	12,306	21,274
Bravada	190	223	413	9,219	0
Total Oldsmobile	**880**	**765**	**1,645**	**21,985**	**21,274**
Pontiac Trans Sport	**949**	**961**	**1,909**	**15,225**	**30,057**
GENERAL MOTORS	**27,793**	**21,128**	**48,913**	**648,326**	**877,563**
NAVISTAR	**0**	**0**	**0**	**36,599**	**30,919**
NISSAN Pickup	**0**	**0**	**0**	**66,818**	**81,984**
SUBARU-ISUZU	**1,294**	**542**	**1,746**	**27,560**	**14,984**
AM GENERAL	**400**	**329**	**729**	**10,850**	**12,249**
MISCELLANEOUS**	**2,850**	**2,120**	**4,770**	**71,370**	**81,698**
TOTAL TRUCKS, U.S.	**42,387**	**34,454**	**76,881**	**1,730,980**	**2,170,313**

CANADIAN TRUCK

Caravan	2,539	3,089	5,628	79,309	82,709
Caravan C/V	0	0	0	11,834	5,610
Ram Wagon	405	564	969	12,695	14,620
Ram Van	1,131	1,262	2,393	23,067	35,291
Total Dodge	**4,075**	**4,915**	**8,990**	**126,905**	**138,230**
Plymouth Voyager	1,871	1,925	3,796	58,875	65,751
Jeep Wrangler	1,473	1,227	2,700	32,630	33,104
CHRYSLER CORP.	**7,419**	**8,067**	**15,486**	**218,010**	**237,085**
FORD F series	**0**	**0**	**0**	**51,780**	**77,241**
Light trucks	3,575	3,012	6,587	76,468	93,300
Vans	1,524	1,339	2,863	29,562	28,714
Total Chevrolet	**5,099**	**4,351**	**9,450**	**106,030**	**122,014**
Light trucks	1,100	405	1,505	29,164	36,805
Vans	621	467	1,088	12,853	12,959
Total GMC	**1,721**	**872**	**2,593**	**42,017**	**51,764**
GENERAL MOTORS	**6,820**	**5,223**	**12,043**	**148,047**	**173,778**
CAMI*	**0**	**988**	**988**	**28,573**	**0**
NAVISTAR	**0**	**0**	**0**	**3,786**	**5,276**
TOTAL TRKS., CANADA	**14,239**	**14,259**	**28,498**	**458,876**	**493,369**
U.S., CANADA TRKS.	**56,626**	**48,713**	**105,379**	**2,190,985**	**2,672,883**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Plants work full week; output rises

By Bob DeMayer
SPECIAL CORRESPONDENT

U.S. car and truck production shot up like fireworks last week following the Fourth of July holiday.

Auto manufacturers scheduled 85,573 cars last week, 62.95 percent above the preceding holiday week and 20.47 percent above last year.

Year-to-date, U.S. car production is 2,906,593, down 13.17 percent from 1990.

Truckmakers planned to build 42,387 units last week, 22.88 percent above the prior week and 0.84 percent above the comparable week last year.

So far this year, 1,739,989 trucks have been assembled, 20.16 percent behind 1990.

Automakers split last week's estimated production as follows: General Motors, 54.90 percent; Chrysler Corp., 16.83 percent; Honda of America Manufacturing Inc., 10.70 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.97 percent; New United Motor Manufacturing Inc., 4.91 percent; Diamond-Star Motors Corp., 3.39 percent; Mazda Motor Manufacturing (USA) Corp., 3.29 percent; and Subaru-Isuzu Automotive Inc., 1.01 percent.

All Ford Motor Co. plants and the Nissan Motor Manufacturing Corp. U.S.A. plant were closed for vacation last week.

GM scheduled one shift of overtime last Saturday at its Detroit truck plant and Flint, Mich., truck assembly line (No. 2). The Detroit plant produces commercial, recreational and specialty vehicle chassis. The Flint plant produces the GMC Suburban.

Ford announced that the Edison, N.J., truck plant will be on a single shift this week because of a shortage of orders. The plant produces the Ford Ranger.

Chrysler scheduled two shifts of overtime last Saturday at its St. Louis (No. 2) minivan plant. The plant produces the Chrysler Town & Country, Dodge Caravan C/V (extended cab), Dodge Grand Caravan and Plymouth Grand Voyager.

CANADA: Canadian car production was estimated at 16,078 last week, up 24.43 percent from the prior week that included the Canada Day holiday, but down 13.01 percent from the year-ago week.

Truck production last week was estimated at 14,239, down 0.14 percent from the prior week but up 72.91 percent from the year-ago week.

Year-to-date, truck production in Canada is down 8.61 percent.

GM scheduled overtime last Saturday at its Oshawa, Ontario, truck plant. The plant produces the Chevrolet full-sized pickup and GMC Sierra.

DUMPING

FROM PAGE 1

said it expects the Expo LRV to sell for less than $11,000.

The dumping case moved forward last week when the International Trade Commission ruled 3-0 to continue investigating.

The definition of what is a minivan is crucial to any decision on whether harm is being done to the Big 3. Last week, the Big 3 amended their petition to dispel any doubt that the Expo LRV was to be included. Its initial petition, filed May 31, defined a minivan as a vehicle that allowed passengers to walk from the front and had rear-side doors that provide wide access to the cargo area. It added the qualifier "generally" to cover the Expo, which does not have the walk-through feature.

Mitsubishi responded with letters to the Commerce Department and the International Trade Commission, saying the amended language still doesn't cover the Expo.

In a separate letter July 3, Mitsubishi said Chrysler has asked Mitsubishi several times to change the design of the Expo LRV and create a walk-through feature.

John Greenwald, a Washington attorney handling the Big 3 dumping complaint for the Motor Vehicle Manufacturers Association, said the design request was an old issue and not related to the dumping issue.

He also said that Chrysler's effort to get the Expo LRV for a low price is standard business practice for any company trying to get low prices from its supplier. He said wholesale prices to dealers are the issue in a dumping dispute, not the price between the manufacturer and a sales arm.

Mitsubishi Motor Sales of America has said it expects to sell the seven-passenger Expo, which Chrysler won't get initially, for less than $14,000. The vehicle is similar to Nissan's Axxess, a van/wagon hybrid that flopped in the United States partly because of its high price tag. The Expo and Expo LRV go on sale Aug. 1; the Plymouth Colt Vista and Eagle Summit wagon are expected to go on sale later this fall.

The Big 3, through the MVMA, said they were pleased with the commission's decision to pursue the case. Mazda, Toyota and Mitsubishi said in separate statements that they were disappointed but confident they would prevail as the case progresses.

It now goes to the Commerce Department, which will decide by November if the dumping charge has merit. If Commerce says yes, the trade commission will determine damages to the domestic industry and could impose additional tariffs.

NOTE

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